

ABSTRACT OF THE DISCLOSURE

An automated advertising system is provided for placing a customized advertisement on a television-based network system using an internet to generate the customized advertisement. An automated advertising server includes a web-based advertising database providing a plurality of advertising categories, templates, and data fields on an internet display for an online internet user to select from and input information relating to the customized advertisement. A payment system provides billing costs based on advertising selections made by the online internet user and receives billing information for payment of the customized advertisement. A network interface provides the customized advertisement to a programming center for scheduling the customized advertisement for display on the television based-network system. A cable broadcasting office provides the customized advertisement to a site distribution for airing the customized advertisement at a scheduled air time.